

Promoting leisure travel
on social media

What **works** and what **next?**



Devon & Cornwall
RAIL PARTNERSHIP

MIKE PARKER-BRAY
Marketing & Communications Officer

BETSY SAUNDERS
Social Media & Content Officer

Social

media

isn't

new

any

more



Devon & Cornwall's Great Scenic Railways

March 7, 2014 · 🌐




Lovely sunny day on the beach at Looe — in Looe.



 Like

 Comment

 Share





Advertising

 Like

 Comment

 Share

1,589 people reached >



Boost post

Age

Gender

Location

Interests



Devon & Cornwall's Great Scenic Railways

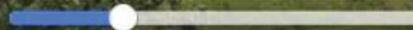


Written by Mike Parker-Bray [?] · August 21 at 1:22 PM · 🌐

Love the branch lines? Like our page!



Click for more



-0:07



Travel & Transportation

Devon & Cornwall's Great Scenic Railways

15,418 people like this

✓ Liked ▼

5

TOP TIPS

for creating
successful posts


List posts

**Devon & Cornwall's Great Scenic Railways**
August 18, 2020 · 🌐

Where will you go? From riverside picnics in the Tamar Valley to days out at the seaside, the world's your oyster from Plymouth.



[GREATSCENICRAILWAYS.CO.UK](https://greatscenicrailways.co.uk)
5 great day trips by train from Plymouth
Hop on the train from Plymouth for some fantastic days out across Devon a...
[Learn more](#)

 274

30 Comments 63 Shares

Good news



Devon & Cornwall's Great Scenic Railways



Posted by Mike Parker-Bray

9 Dec 2021 · 🌐



NEW: Weekend trains on the Dartmoor Line will go direct to Exeter Central starting from Sunday ... See more



DARTMOORLINE.COM

Weekend trains direct to Exeter Central - starting Sunday 12 December



449

22 comments 79 shares

Immediacy



Devon & Cornwall's Great Scenic Railways



Posted by Mike Parker-Bray

10 Jun · 🌐

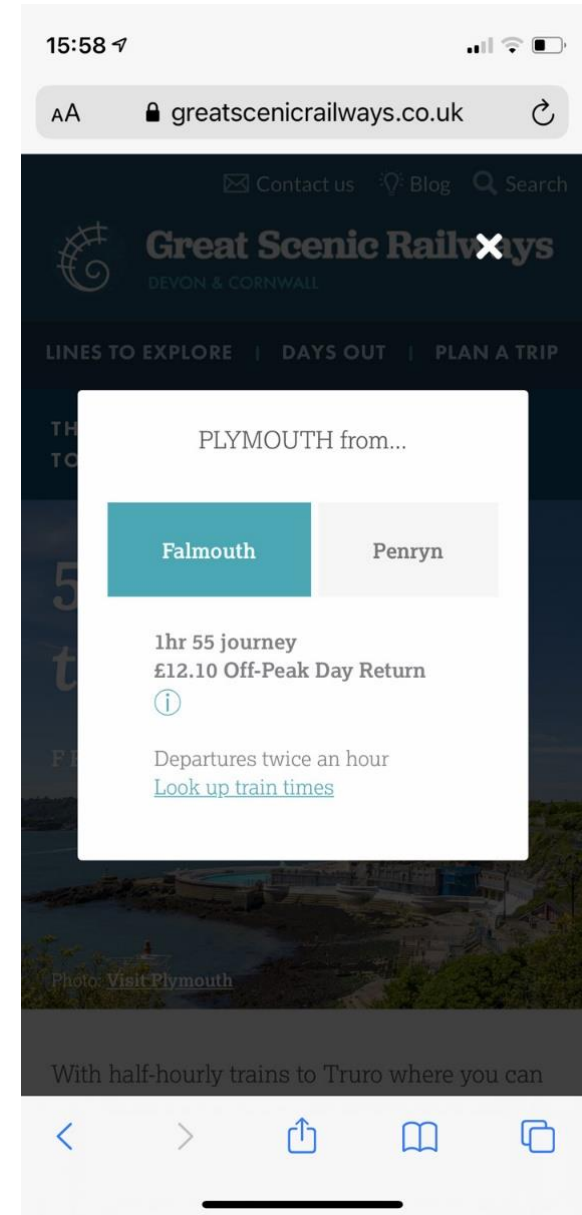
Morning!



  262

26 comments 20 shares 2.1k views

Local detail



Series



Series →



Devon & Cornwall's Great Scenic Railways



Posted by Betsy May Saunders

Walk of the Month - Hop on the train to Bere Ferrers and explore the beautiful Tamar Valley.
... See more

Immediacy →



Local detail →

GREATSCENICRAILWAYS.CO.UK

Walk of the Month - Bere Ferrers circular

[Learn More](#)

369

88 comments 109 shares 14k views



GREATSCENICRAILWAYS.CO.UK

Walk of the Month - Bere Ferrers circular

[Learn More](#)

  369

88 comments

109 shares

14k views

We should try this

Definitely, looks fab

What about this walk?

Looks lovely. Definitely.

Can we do this?

Sounds good to me x

Looks a good day out

**I just shared it
to our group x**

How about it?

Sounds perfect.

Love the dog!

Something we could do?

Sounds good to me baby

Day out?

That'd be lovely.

**We should do this
with the boys**

**Looks awesome,
will have to try it out**

We should do this one x

**Looks lovely –
may have to borrow
mum's dog
for a train ride**

**How about this for our
20th April gathering?**

Looks good to me, I'm up for it!

Great idea It's a lovely walk

Oh I love the look of this

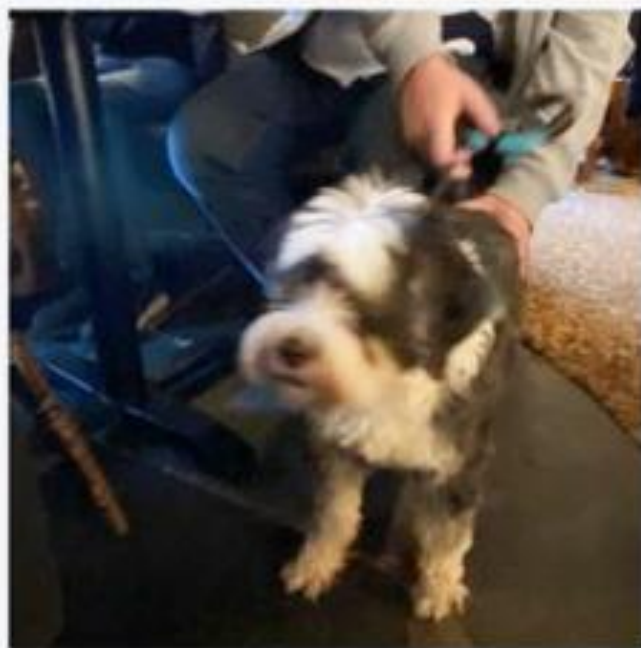


Olde Plough Inn

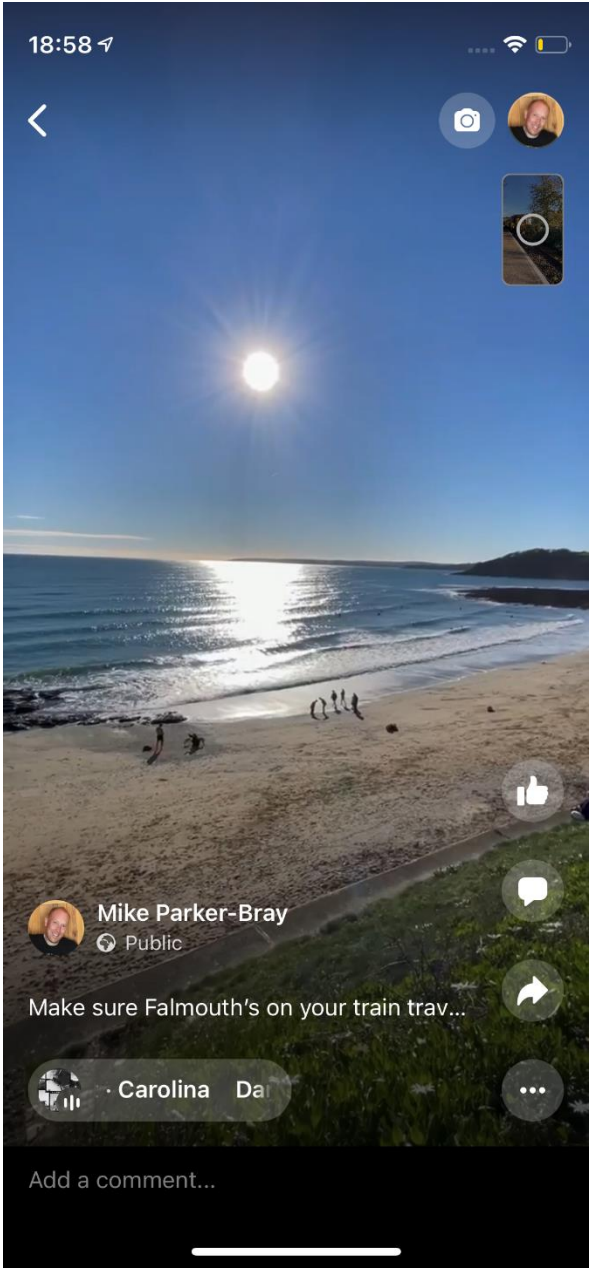
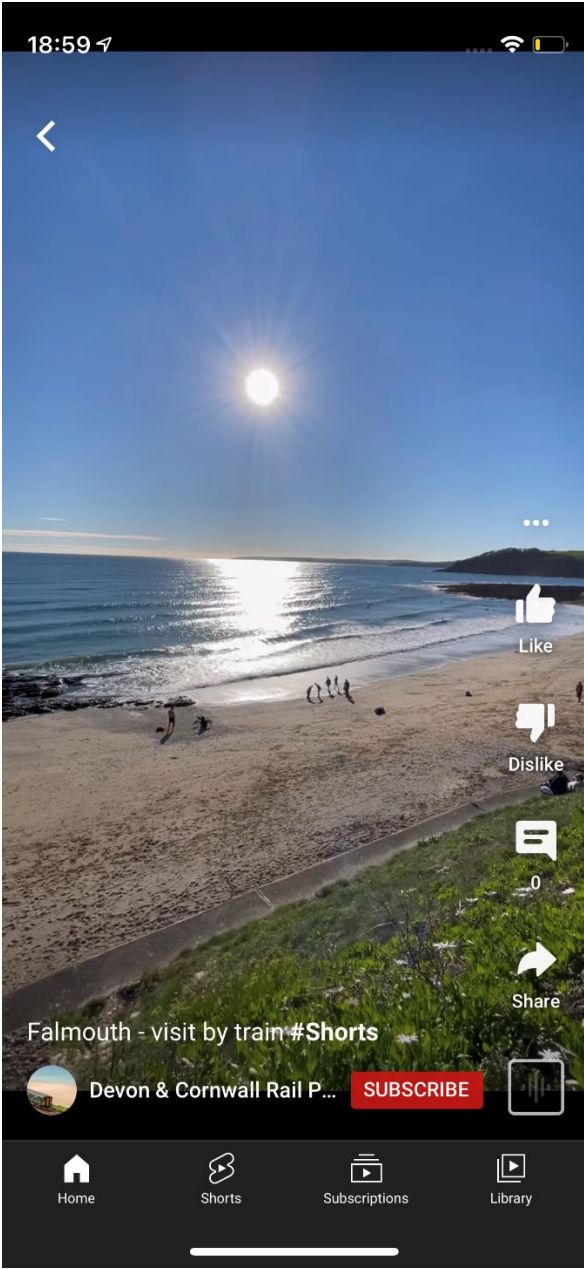
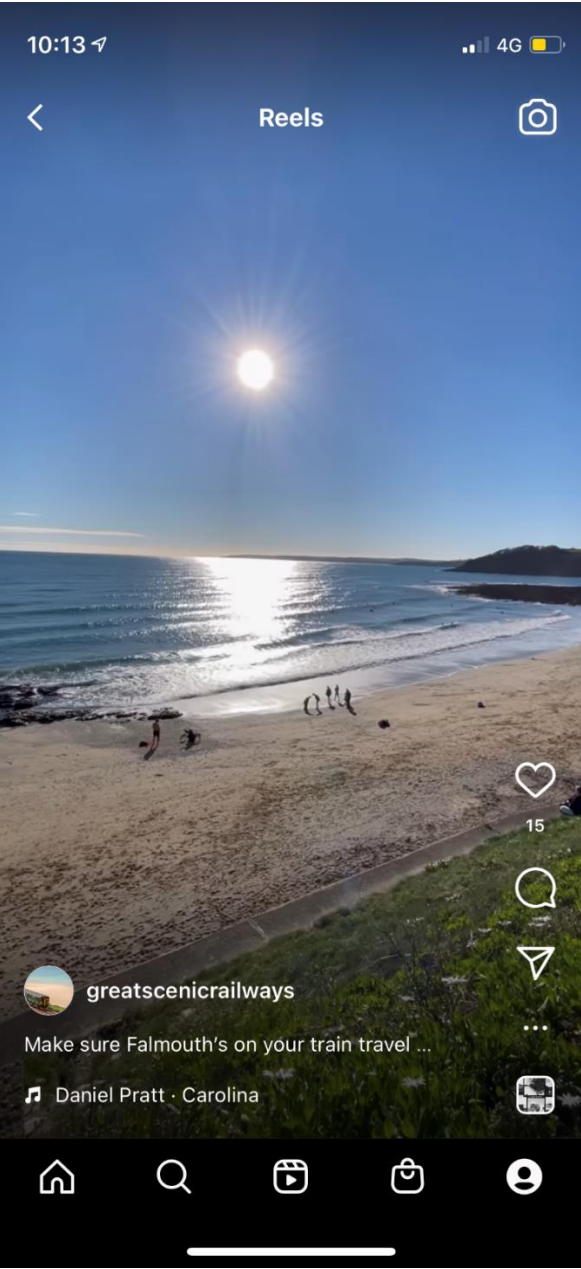
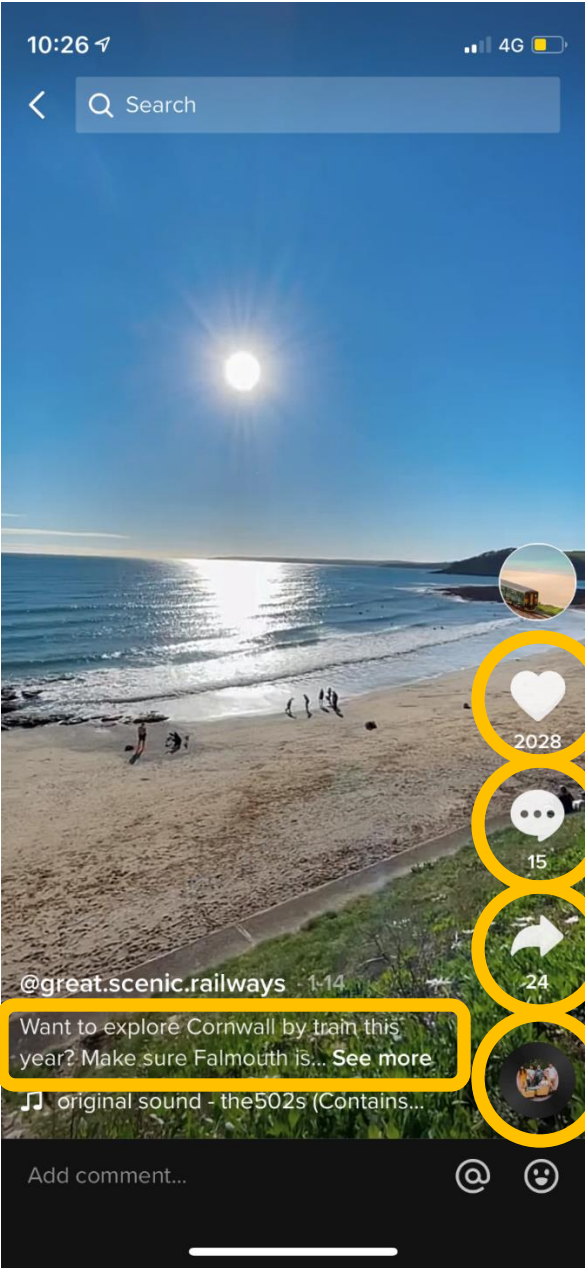
March 6 at 5:07 PM · 🌐



Well 'Ted' the wonder dog certainly is a trend setter, look at this selection of followers who came to see us after seeing Ted in his film debut with Scenic Devon Railway's







13:26

62%



Great Scenic Railways



@great.scenic.railways

94

Following

17.4K

Followers

211.7K

Likes

Edit profile

Explore Devon & Cornwall's scenic branch lines.
Find out more

<https://linktr.ee/greatscenicrailways>

Q&A



St Ives Bay Line

Looe Valley Line



827.0K

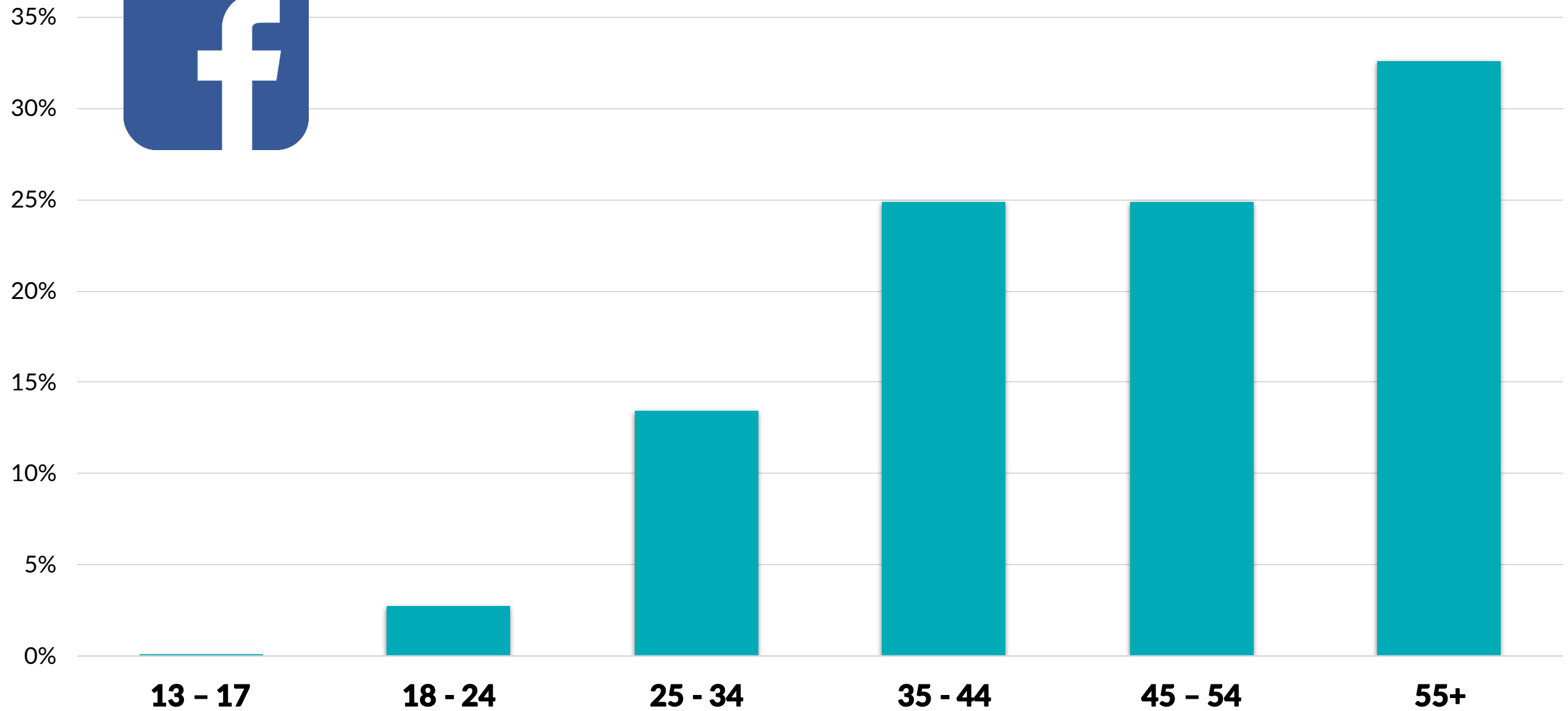


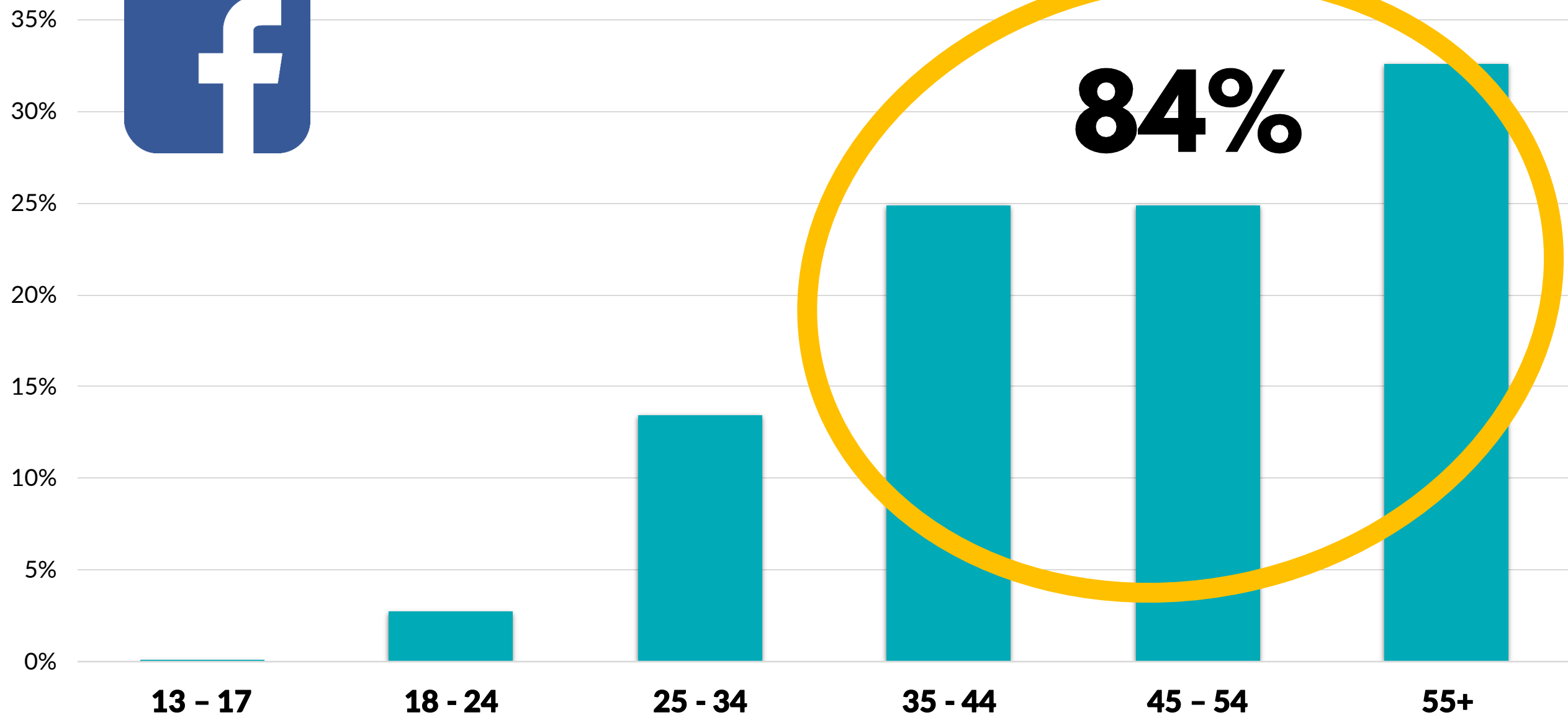
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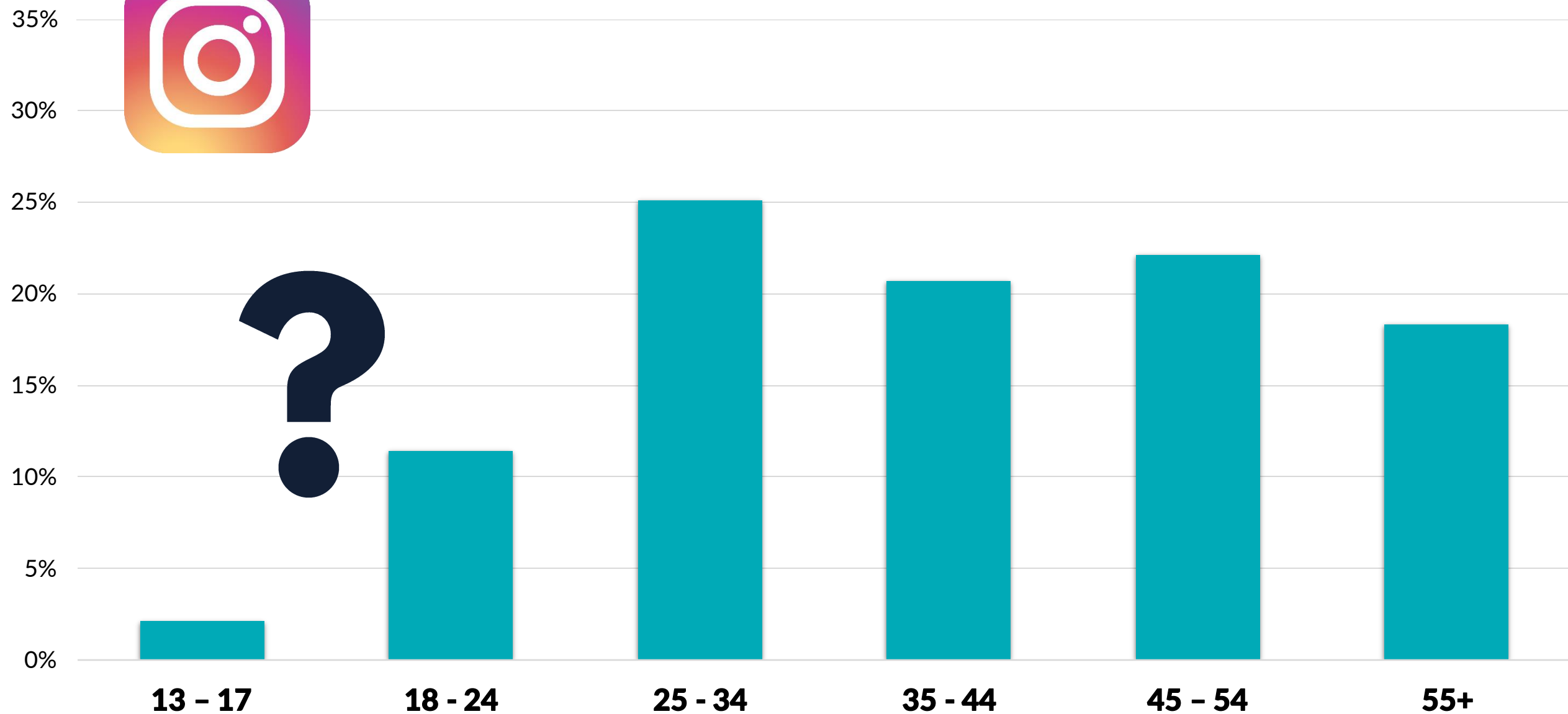


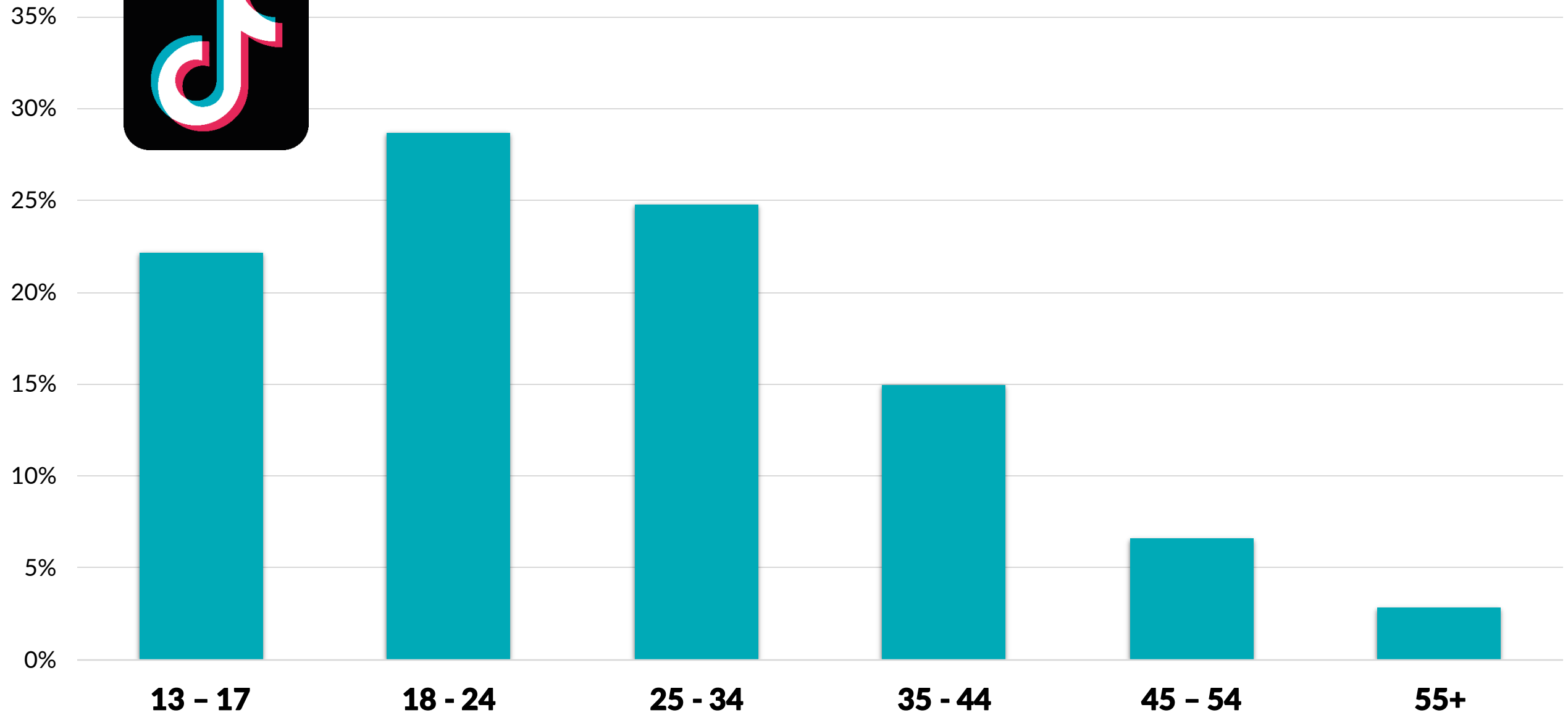
30.2K

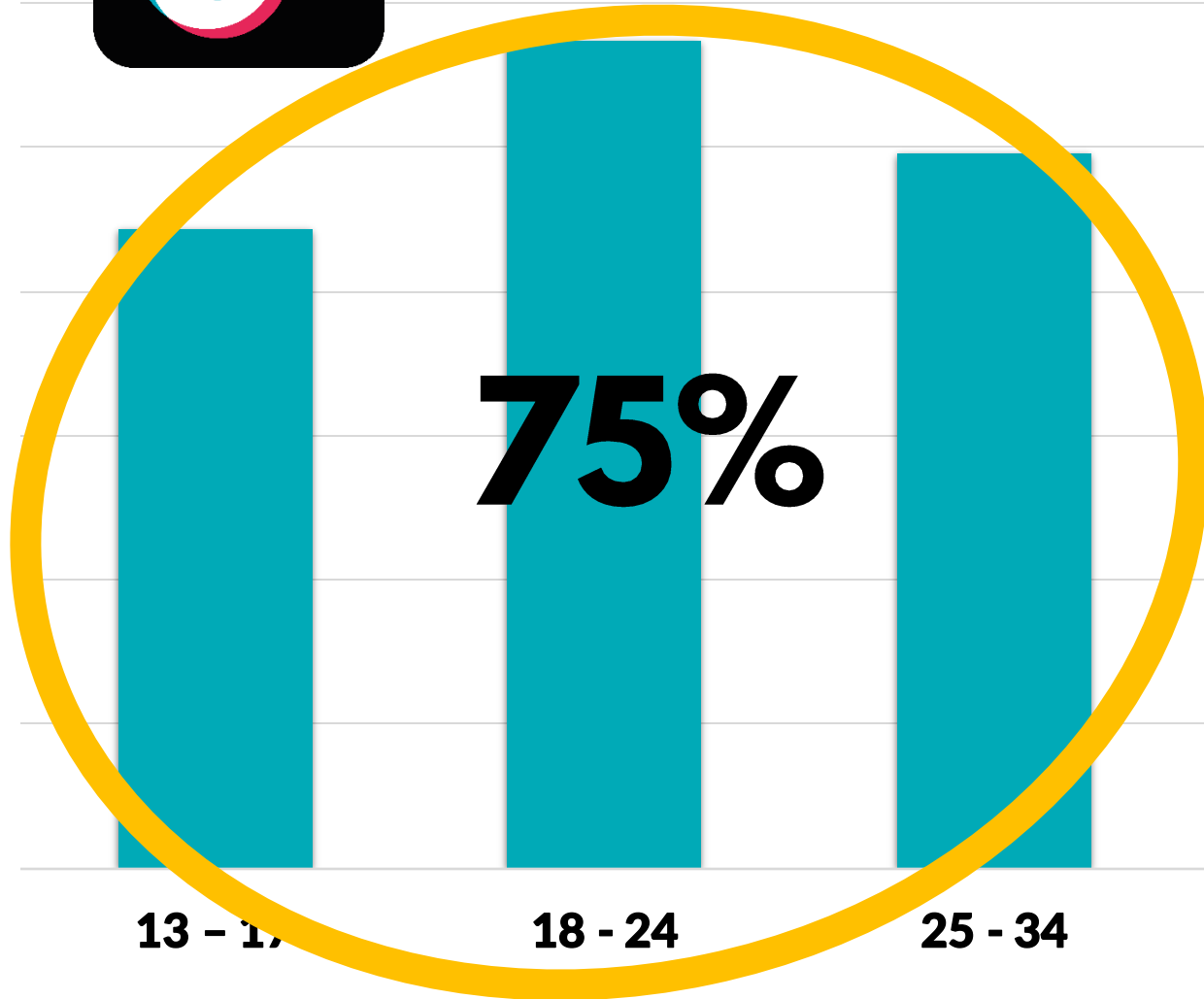
Demographics







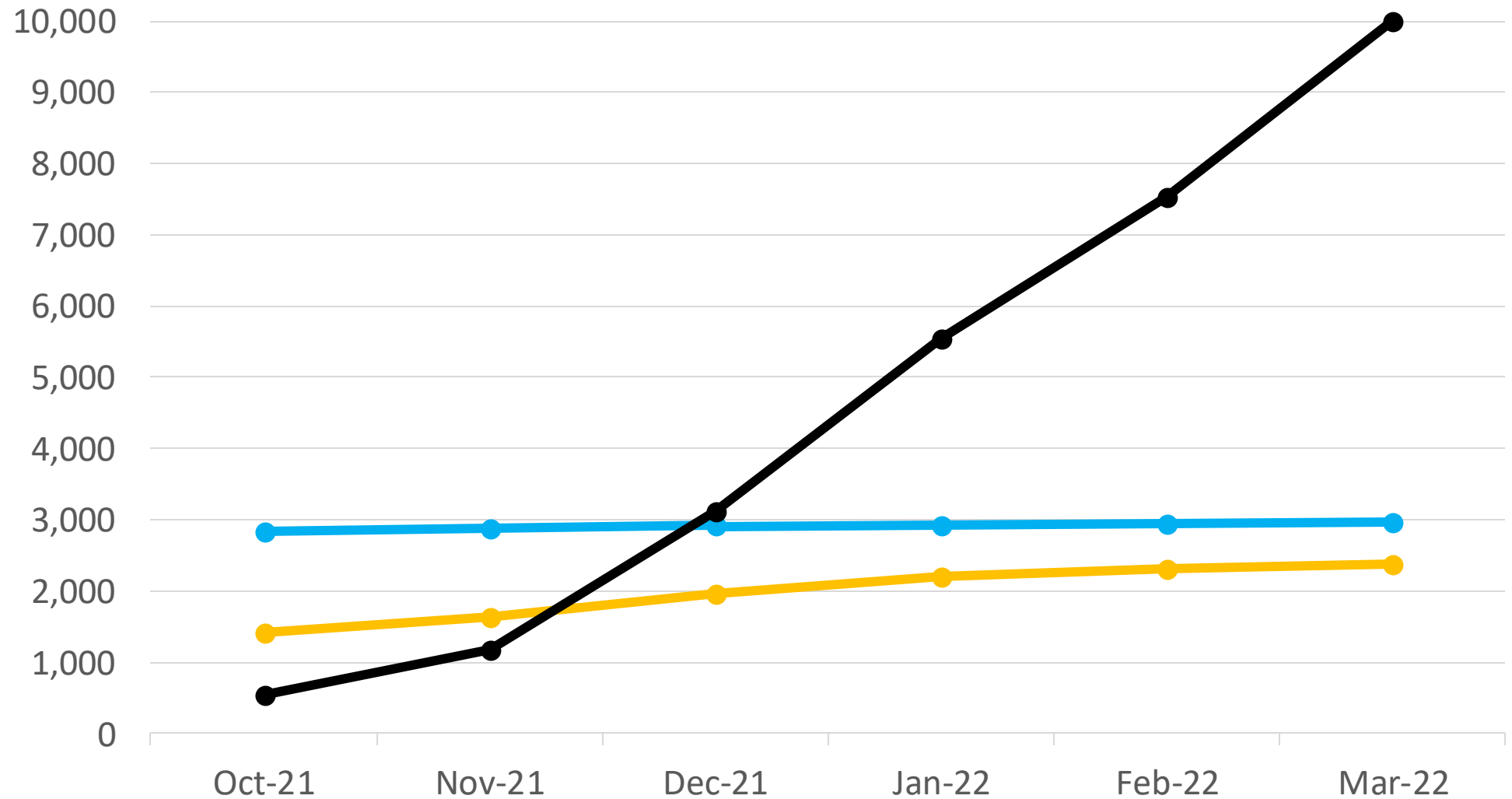




Growth

Followers

Twitter Instagram TikTok



**What have we
been posting?**



**We should do this
next time we go ””**

“

Stunning

”

“

**Looe is the best
place in Cornwall
– I love it so much**

”

**“ I’ve got a holiday
booked here next year
and you’ve just made
it more exciting! ”**

Thank you



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dcrailpart